

IN THE CLAIMS

~~Please~~ amend claims 13-20 as set forth below.

Please add the following new claims 21-25 as set forth below.

A complete listing of all claims in this application is set forth below.

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1. (original) A system for directing a customer by the location of a product that may interest the customer when the customer requests the system to provide directions to a customer selected product, comprising:

a data receiver for receiving customer identification data and customer product selection data;

a customer interest data generator for generating customer interest data; and

a customer path generator for generating a customer path to a location corresponding to said customer product selection data that includes at least one location corresponding to said customer interest data.

2. (original) The system of claim 1 wherein said customer path generator generates a map data file depicting said generated customer path for display at a kiosk.

3. (original) The system of claim 1 wherein said customer path generator generates textual directions describing said generated customer path.

4. (original) The system of claim 1 wherein said customer interest data generator identifies products not selected by the customer but in which the customer may have an interest to purchase.

5. (original) The system of claim 1 wherein said data receiver, said customer interest data generator and said customer path generator are coupled to a kiosk where a customer enters said customer identification data and said selected product data and at which said generated path is displayed.

6. (original) The system of claim 1 wherein said customer interest data generator queries a database with said customer identification data to obtain a purchase history for identifying products in which a customer may have an interest to purchase.

7. (original) The system of claim 1 wherein said customer interest data generator queries a database with said customer identification data to obtain a demographic data for identifying products in which a customer may have an interest to purchase.

8. (original) The system of claim 1 wherein said customer interest data generator obtains date and time data for identifying products in which a customer may have an interest to purchase.

9. (original) The system of claim 1 wherein said data receiver, said customer interest data generator and said customer path generator are located at a kiosk where a customer enters said customer identification data and said selected product data and at which said generated path is displayed.

10. (original) The system of claim 1 further comprising a database; and said data receiver, said customer interest data generator and said customer path generator being located at a kiosk where a customer enters said customer identification data and said customer product selection data and at which said generated path is displayed; and

said database being remotely located from said kiosk and coupled to said kiosk through a computer communication network.

11. (original) The system of claim 1 wherein said customer path generator generates paths that do not include aisle intersection portions that are not on said generated customer path.

12. (original) A method for directing customers through a store to a customer selected product on a path that includes the location of a product in which the customer may have an interest to purchase comprising:

receiving customer identification data and customer product selection data from a customer;

generating customer interest data from said customer identification data; and

generating a customer path to a location corresponding to said selected product identification data that includes a location corresponding to said customer interest data so that said customer following said generated path comes into the vicinity of a product in which the customer may have an interest to purchase on the way to the customer selected product.

13. (currently amended) The method of claim ~~11~~ 12 further comprising:


querying a database with said customer identification data to obtain a customer purchase history; and

said customer interest generation using said customer purchase data to identify products in which a customer may have an interest to purchase.

14. (currently amended) The method of claim ~~11~~ 12 wherein said customer path generation further comprising:

constructing a shortest distance path between a kiosk location and a location corresponding to said selected product identification data; and

reconstructing said constructed path to include at least one location of a product corresponding to said customer interest data.

 15. (currently amended) The method of claim ~~13~~ 14 wherein said location included in said reconstructed path lies within a minimum distance to said constructed path.

16. (currently amended) The method of claim ~~13~~ 14 wherein said location included in said reconstructed path is the location of a product corresponding to said customer interest data that is closest to said constructed path.

17. (currently amended) The method of claim ~~13~~ 14 wherein said customer path generation further comprising:

editing aisle intersections in said customer path data for said reconstructed path to reduce the likelihood of said customer deviating from said reconstructed path.

18. (currently amended) The method of claim 44 12 wherein said data receipt further comprising:

receiving date and time data; and

said customer interest data generation using said date and time data to generate customer interest data.

19. (currently amended) The method of claim 44 12 wherein said receipt of data further comprising:

reading demographic data from a customer token containing said customer identification data.

20. (currently amended) The method of claim 44 12 further comprising: querying a database with said customer identification data to obtain a customer demographic data; and said customer interest generation using said customer demographic data to identify products in which a customer may have an interest to purchase.

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21. (new) A method for directing customers through a store comprising: receiving customer identification data and customer product selection data from a customer;

generating customer interest data from said customer identification data;

generating a customer path to a location in said store based on both (i) said customer identification data, and (ii) said customer product selection data.

22. (new) The method of claim 21, further comprising querying a database with said customer identification data to obtain a customer purchase history,

wherein said step of generating customer interest data from said customer identification data includes generating customer interest data based on said customer purchase history.

23. (new) The method of claim 21 wherein said step of generating said customer path to said location in said store comprises:

constructing a shortest distance path between a kiosk location and a location corresponding to said customer product selection data; and

reconstructing said shortest distance path to include at least one location of a product corresponding to said customer interest data.

24. (new) The method of claim 21 wherein:

said receiving step includes receiving date and time data, and

said step of generating customer interest data from said customer identification data includes generating customer interest data based on said date and time data.

25. (new) The method of claim 21 wherein:

said receiving step includes reading demographic data from a customer token containing said customer identification data, and

said step of generating customer interest data from said customer identification data includes generating customer interest data based on said demographic data.

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